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<u>Proposed Claim Amendments – Please Do Not Enter</u>

1.   (Currently Amended) A collaborative filtering system <u>embodied on a computer</u> <u>readable medium</u>, comprising:

      <u>an item set containing at least one item of input data;</u>

      <u>a smoothing component that smoothes at least one item of said item set *via* cutoff</u> <u>smoothing techniques; and</u>

      a filtering component that ~~employs Lift, smoothed *via* cutoff smoothing~~ ~~techniques, as a measure of association for scoring at least one item of an item set~~ <u>scores</u> <u>at least one item of said item set by employing Lift as a measure of association</u>; wherein the filtering component additionally employs<u>[[ing]]</u> at least one multiple-score collaborative filtering evaluation method to obtain a single score for an item when more than one measure of association score applies to that item.

2.   (Original) The system of claim 1, the item set comprising a higher-order item set wherein more than one item is represented on a left-hand side of an association rule applicable to at least one item in the item set.

3.   (Currently Amended) The system of claim 1, the multiple-score collaborative filtering evaluation method ~~comprising~~ <u>utilizing</u> a highest value score of scores applicable to an item as the single score.

4.   (Original) The system of claim 3, the item set comprising a higher-order item set wherein more than one item is represented on a left-hand side of an association rule applicable to at least one item in the item set.

5.   (Withdrawn) A collaborative filtering system, comprising:

      a filtering component that employs Lift, smoothed *via* prior on counts smoothing techniques, as a measure of association for scoring at least one item of an item set; wherein the filtering component additionally employing at least one multiple-score

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collaborative filtering evaluation method to obtain a single score for an item when more than one measure of association score applies to that item.

6-100. (Withdrawn)

101.   (Original) A method of data analysis, comprising:

creating a collaborative filtering system that employs Lift, smoothed *via* cutoff smoothing techniques, as a measure of association for scoring at least one item of an item set; and

employing at least one multiple-score collaborative filtering evaluation method to obtain a single score for an item when more than one measure of association score applies to that item.

102-149. (Withdrawn)

150.   (New) The system of claim 1, wherein the smoothing component smoothes at least one item of the item set *via* at least one additional smoother.

151.   (New) The system of claim 1, wherein the filtering component scores at least one item of the item set by employing at least one additional measure of association.

152.   (New) The method of claim 101, further comprising receiving a higher-order item set wherein more than one item is represented on a left-hand side of an association rule applicable to at least one item in the item set.

153.   (New) The method of claim 101, further comprising utilizing a highest value score of scores applicable to an item as the single score of the multiple-score collaborative filtering evaluation method.

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154.   (New) The method of claim 153, further comprising receiving a higher-order item set wherein more than one item is represented on a left-hand side of an association rule applicable to at least one item in the item set.

155.   (New) The method of claim 101, wherein the collaborative filtering system that employs Lift is smoothed *via* at least one additional smoother.

156.   (New) The method of claim 101, wherein the collaborative filtering component scores at least one item of the item set by employing at least one additional measure of association.